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Claim Amendments

1-16. (Cancelled.)

17. (Currently amended.) A roll of plastic electrically insulating tape comprising:
an unscored length of plastic electrically insulating sheet material having a first side and a second side, and releasably adhered to itself in a spiral roll of overlying multiple layers, the layers extending from a first end interior the roll to a second free end overlying the first side of the next adjacent radially inward layer of material;

an adhesive coating on ~~[[one]]~~ the second side of the material; and
a pattern on the first side comprising

at least two line segments each having a color different than that of the first side of the sheet material on which each respectively lies,

the two line segments forming said pattern being disposed so that both line segments are intersected by an edge transverse to said length between the first and second ends, and the line segments being misregistered at said edge with the pattern on the first side of the next adjacent radially inward layer of material, and

said pattern extending substantially continuously from said first end to said second end and effective to locate an end of said unscored length after having been removed from said roll and wrapped around an object.

18. (Cancelled.)

19. (Previously presented.) The tape of claim 17 wherein the lines are one of dashed or dotted.

20. (Previously presented.) The tape of claim 17 wherein the pattern at the edge is discontinuous with the pattern on the juxtaposed surface of the next adjacent radially inward layer of the roll of tape.

21. (Previously presented.) The tape of claim 17 wherein the pattern comprises line segments forming any one or combination of the group consisting essentially of straight lines, curved lines, circles, squares, ellipses, triangles, sinusoidal curves, zig-zag lines, lines angled relative to each other.

22. (Currently amended.) An adhesive-backed electrically insulating plastic tape comprising:

an unscored length of electrically insulating plastic sheet material of a first solid color formed into a spiral roll having opposing ends, the plastic sheet material having an adhesive coating on one surface thereof effective to be releasably adhered to itself; and

an indicia pattern on the opposite surface of the sheet material, said pattern comprising a at least two lines both extending between said opposing ends along substantially the entirety of said length, each line being a color different than the first solid color of the sheet material and effective to locate an end of said unscored length after having been removed from said roll and wrapped around an object.

23. (Previously presented.) The tape of claim 22 wherein the at least two lines are the same color, said color being selected from the group consisting of green, white and red.

24-41. (Cancelled.)

42. (Previously presented.) The roll of claim 17, wherein the at least two line segments each has a color different than the other.

43. (Previously presented.) The roll of claim 21, wherein the pattern comprises a combination thereof.